



# **THE ULTIMATE GUIDE FOR YOUR LINKEDIN GROWTH**

**BY EXPAND2MARKET**

# ABOUT EXPAND2MARKET

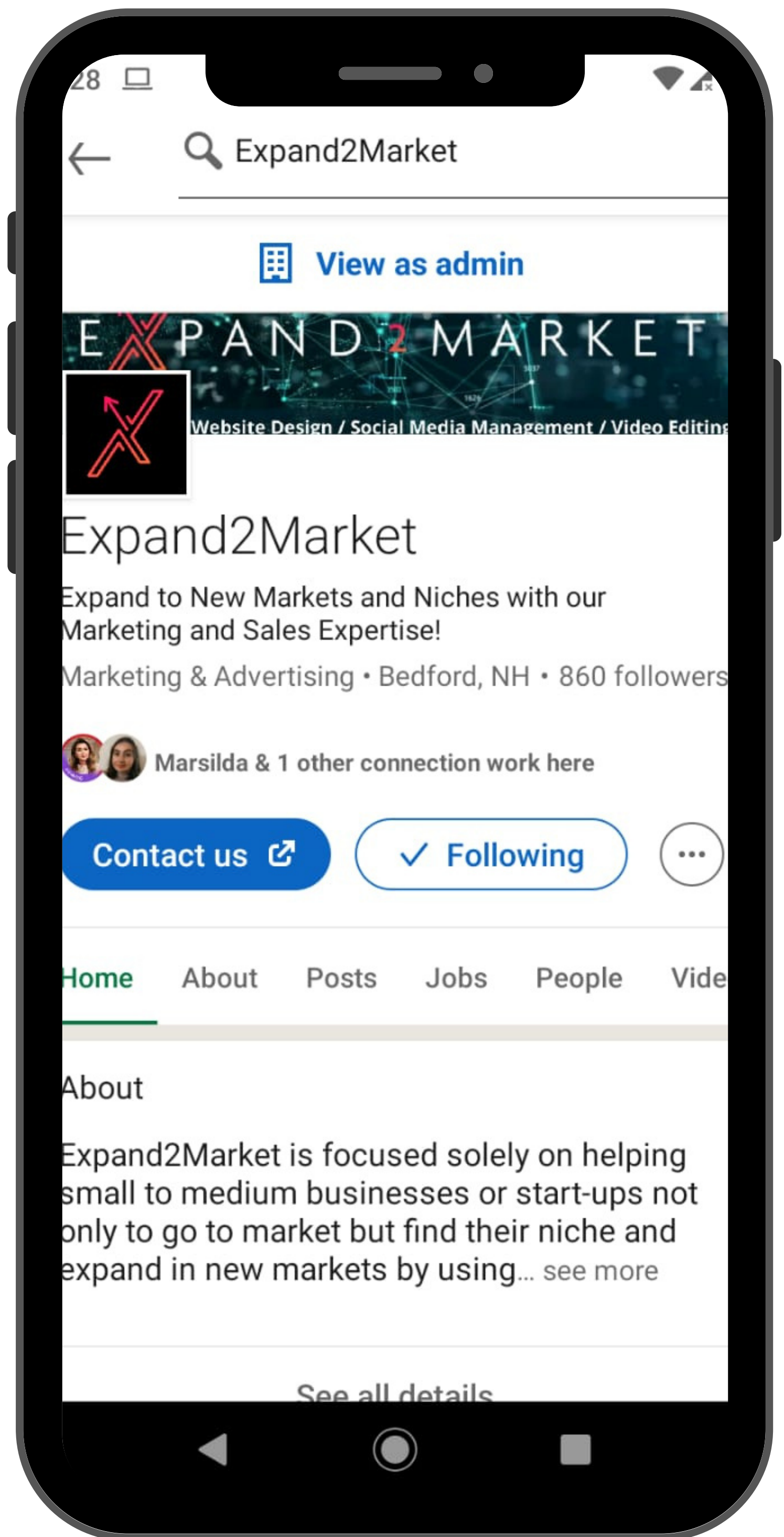
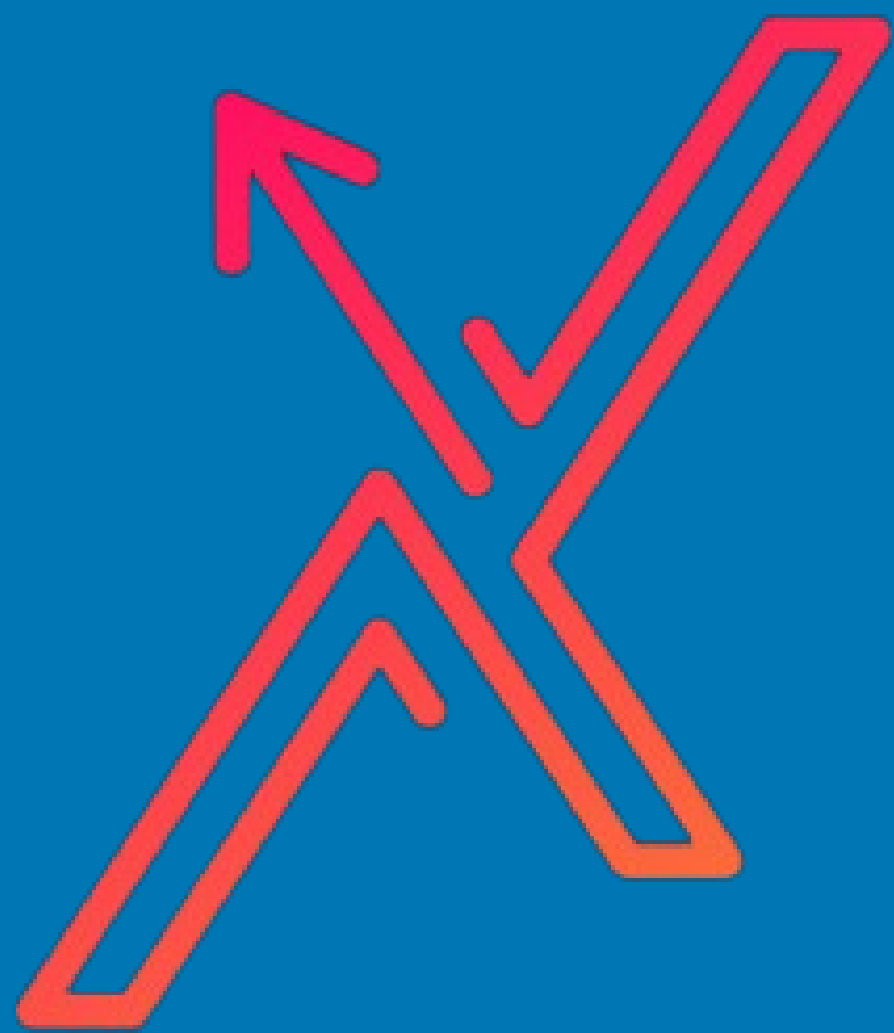


Expand2Market is focused solely on helping small to medium businesses or start-ups not only to go to market but find their niche and expand in new markets by using Digital Marketing, Social Media, SEO, Market Research, and Automation.

If you need a talented team to help you with Social Media Management, Community Building, SEO, Video Editing, Digital Marketing, Website design, and more, we are here for you.

Our services are customized based on the client's budget, needs, and goals.

# OUR LINKEDIN PROFILE





# SOME FACTS ABOUT LINKEDIN

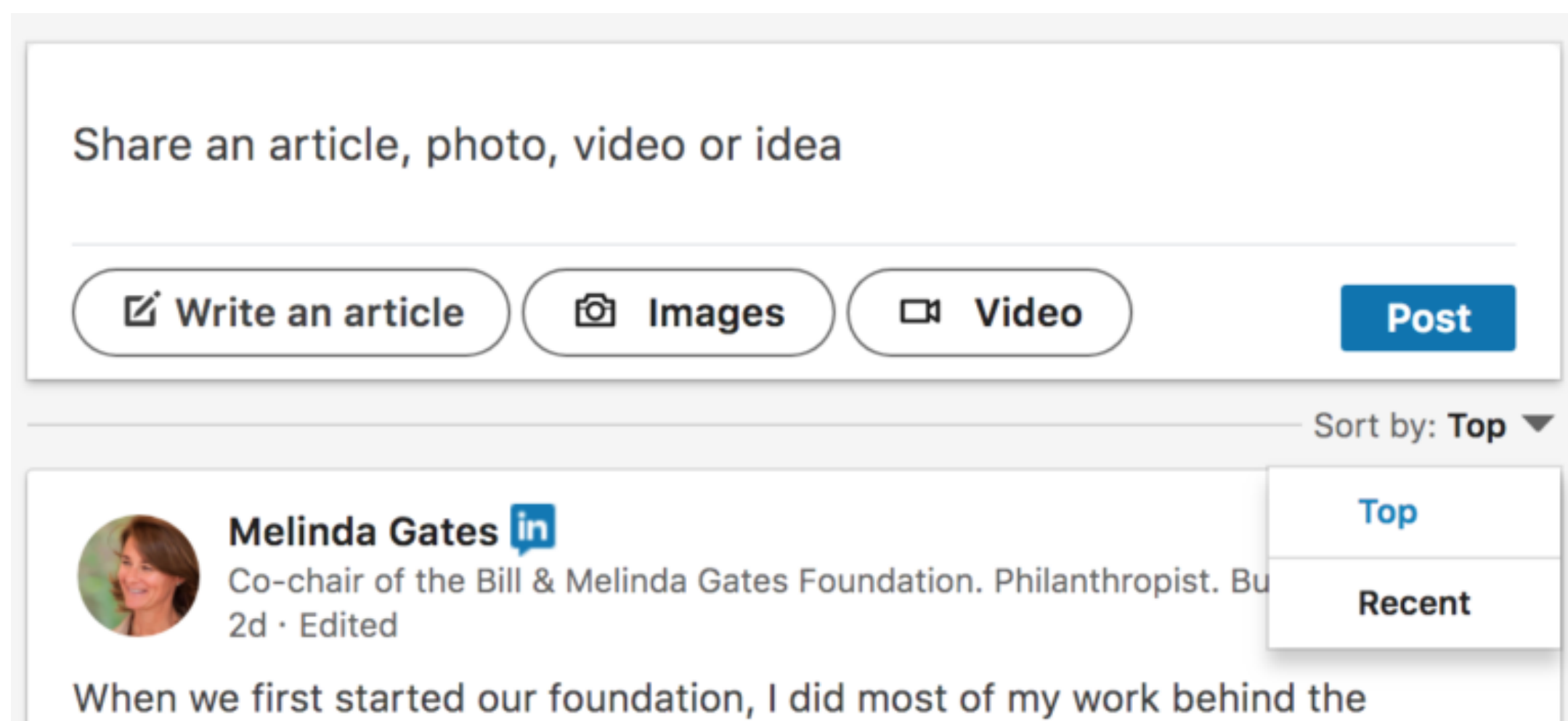
- LinkedIn has over 500 million members in 200 countries
- 94% of recruiters use LinkedIn to vet candidates
- 93% of hiring managers will look at a candidate's social media profile before an interview
- Open jobs on LinkedIn = 6.5M+  
Worldwide, Canada = 90K+, USA = 3.3M+



# LINKEDIN ALGORITHM

The two main things to understand about the LinkedIn news feed are: (1) it is primarily concerned with native, organic content, and (2) it is based on an algorithm, not recency.

Much like Facebook, the LinkedIn algorithm prioritizes content you're most likely to find relevant and engage with over the most recent content.



The LinkedIn algorithm favors “natural” posting schedules over very regular ones. Post high-quality content frequently at irregular intervals – including the weekends.

In general, content is ranked and displayed based on your account's reputation, how users have engaged with your content before, and what else is being posted.



# HOW LINKEDIN ALGORITHM WORKS

- **Filter 1:** Every time you post something, the LinkedIn feed algorithm determines whether it's spam, low quality, or good to go. Obviously, you want to be in the "good to go" category.
- **Filter 2:** If you passed go, your content appears in the feed temporarily. During this stage, LinkedIn's algorithm bots look at how your audience engages with the content.
- **Filter 3:** At this step, the LinkedIn algorithm will look beyond the content of your post to determine if it should keep showing up in users' feeds. Based on this stage, LinkedIn either removes your content from the feed or displays it less frequently. It's essentially up to your network to engage with your post and keep it around for another review.
- **Filter 4:** At this point, editors review your post to determine if it should keep showing if they could include it somewhere else on the network, or whether they can derive any takeaways from it for future algorithm tweaks and product development. If it keeps getting engagement, your post stays in the mix, continuing its algorithmic journey through the feed.
- **Pro Tip:** The more engagement your post receives in the first hour after posting, the better. You can optimize your post times based on your own analytics.



# HOW TO MASTER THE LINKEDIN ALGORITHM

The beauty of the LinkedIn algorithm is this: as long as your post is performing well, it will keep showing up in the feed. However, it takes a lot of work and some luck based on what LinkedIn defines as good performance. Follow these three tips to optimize your posts around the LinkedIn algorithm:

- Optimize your posts: Use the same tactics you do on your blog and other social media channels, but your voice may have to be a bit more professional. Also, mix up your content with tips, opinions, videos, images, quotes, and links to other content.
- Be relevant to your audience and your brand.
- Stay niche, rather than broad.
- Offer value to someone's career, such as tips for their professional growth.
- Have industry relevance.
- Use different formats such as Live videos, LinkedIn Stories, LinkedIn polls, Carousel images, Notify employees about your post, LinkedIn Publisher, etc. the list goes on and on.
- Grow your network.
- Mention (@) people when you post something they'll particularly like or if you've named them in your post.



# LINKEDIN CONTENT

So how do you understand what works for you on LinkedIn? Here are four main factors to have in mind:

- **Content:** LinkedIn evaluates the quality, relevancy, and frequency of content posted through your page.
- **Influencers, partnerships & employees:** Speaking of engagement, LinkedIn prioritizes certain areas of influence over others. They keep track of how many likes, comments, and shares your posts get from influencers, partners, and employees, respectively.
- **Employee shares:** Any time an employee tags your Company Page in a post, LinkedIn keeps track. High employee engagement works to your Page's benefit.
- **Paid efforts:** LinkedIn rewards Pages that invest in LinkedIn. Having a smart and effective paid strategy on LinkedIn will also benefit your organic posts. If your content is great, but no one (not even your employees) is sharing it, LinkedIn won't promote it in the organic feed.
- **Use keywords, but don't sound generic:** Add hashtags and work in keywords where you can, but don't make your copy read like an SEO bot.
- **Time your posts right:** People can be on the platform at all times of the day, working hours or not, so review your analytics to determine when your audience will most likely be on LinkedIn.
- **Use #hashtags appropriately:** Don't forget to add hashtags to your LinkedIn posts.





# LINKEDIN STORIES

If you've ever made a story on Instagram, Facebook, or Snapchat, LinkedIn Stories operate in pretty much the same way. Users can post as many stories as they like, making it easy to quickly jump in, record a quick update with what you're doing, and then allow your connections to check it out. Here are some stories ideas on how to keep your audience engaged:

- **Document the hustle:** Don't be afraid to show your connections that you're a real person with faults. If something is going wrong, do a story and explain to your colleagues what happened and how they can prevent the same thing from happening to them.
- **Show how productive you and your team are:** People love peeking behind the scenes into other people's working days.
- **Reveal the collaborations you're involved with:** Highlight what's trending and how you're taking your industry forward.
- **Celebrate your wins:** But don't just reel off your awards, explain how you are using your recognition to benefit other people.
- **Share what you're currently reading or watching:** This gives people an insight into your professional development.
- **Showcase your knowledge with top tips:** Everyone loves an expert, especially when they're sharing insights that will make their lives easier.



# LINKEDIN HASHTAGS TIPS

- **Use hashtags when you post:** Don't leave your hashtags hanging. Your posts should always include at least one line of descriptive copy and include a call-to-action. As a best practice, write your copy and then see if certain keywords can be made into hashtags.
- **Don't overdo it:** There are no limits to the number of hashtags you can use in a post on LinkedIn. That said, we recommend that you limit each post to a maximum of five hashtags.
- **Make sure your hashtags are public:** Simply edit public profile settings to make your public profile visible to everyone.
- **Find your brand's niche:** There's a niche community online for every industry and subject, and they often use specific hashtags.



- **Don't be afraid to use popular hashtags:** Not everyone is familiar with niche tags, so strike a balance by using popular and general hashtags, too.
- **Consider location-based hashtags:** More than 70 percent of LinkedIn users live outside of the United States. If your post or article is about a certain region or directed at particular geography, it could be worthwhile to add a destination hashtag.
- **Use LinkedIn's suggested hashtags:** LinkedIn will automatically suggest relevant hashtags when you begin to write a post. If they seem like a good fit, include them. But don't add them just for the sake of it.
- **Follow hashtags to discover more ideas:** Start following hashtags relevant to your brand. Posts with the hashtags you decide to follow will show up in your LinkedIn feed. You can also pin your favorites to your homepage.



- **Identify your most successful posts:** Use LinkedIn Analytics to identify which of your posts and articles have performed the best. What hashtags did you include? If a certain hashtag is frequently found in your top posts, that one may be a keeper.
- **Use event hashtags:** Many professionals use LinkedIn to network before, during, and after industry conferences and events. These days most events have hashtags. Use an event hashtag to signal your company's presence or involvement—whether virtual or in person.
- **Make sure your hashtag means what it should:** The easiest way to make sure your hashtag is safe to use, search the hashtag in question and carefully examine the results.
- **Record your LinkedIn hashtags for future use:** Whether you use the note app, a Google Doc, or a spreadsheet, recording your LinkedIn hashtags is a good idea. You can organize them by category or popularity, and keep track of campaign hashtags or timely hashtags.



# POPULAR LINKEDIN HASHTAGS

To see how many people are following a LinkedIn hashtag, enter the tag in the header search bar. The results will show how many members are following the tag.

## General

#Mindfulness

#Creativity

#Leadership

#Innovation

#Management

#Motivation

#Tips

#Productivity

#Careers

#GettingThingsDone

## Social media and marketing

#AdvertisingAndMarketing

#Branding

#KnowYourSocial

#SocialNetworking

#SocialMedia

#SocialMediaMarketing

#SocialMediaAdvertising

#DigitalMarketing

#ContentMarketing

#OnlineAdvertising

#Marketing

## Women on LinkedIn

#WomenInBusiness

#WomenOfLinkedIn

#WomenInScience

#ProfessionalWomen

## Personal networking tags

#Networking

#LetsWork

#WhatInspiresMe

#ONO = Open to new opportunities

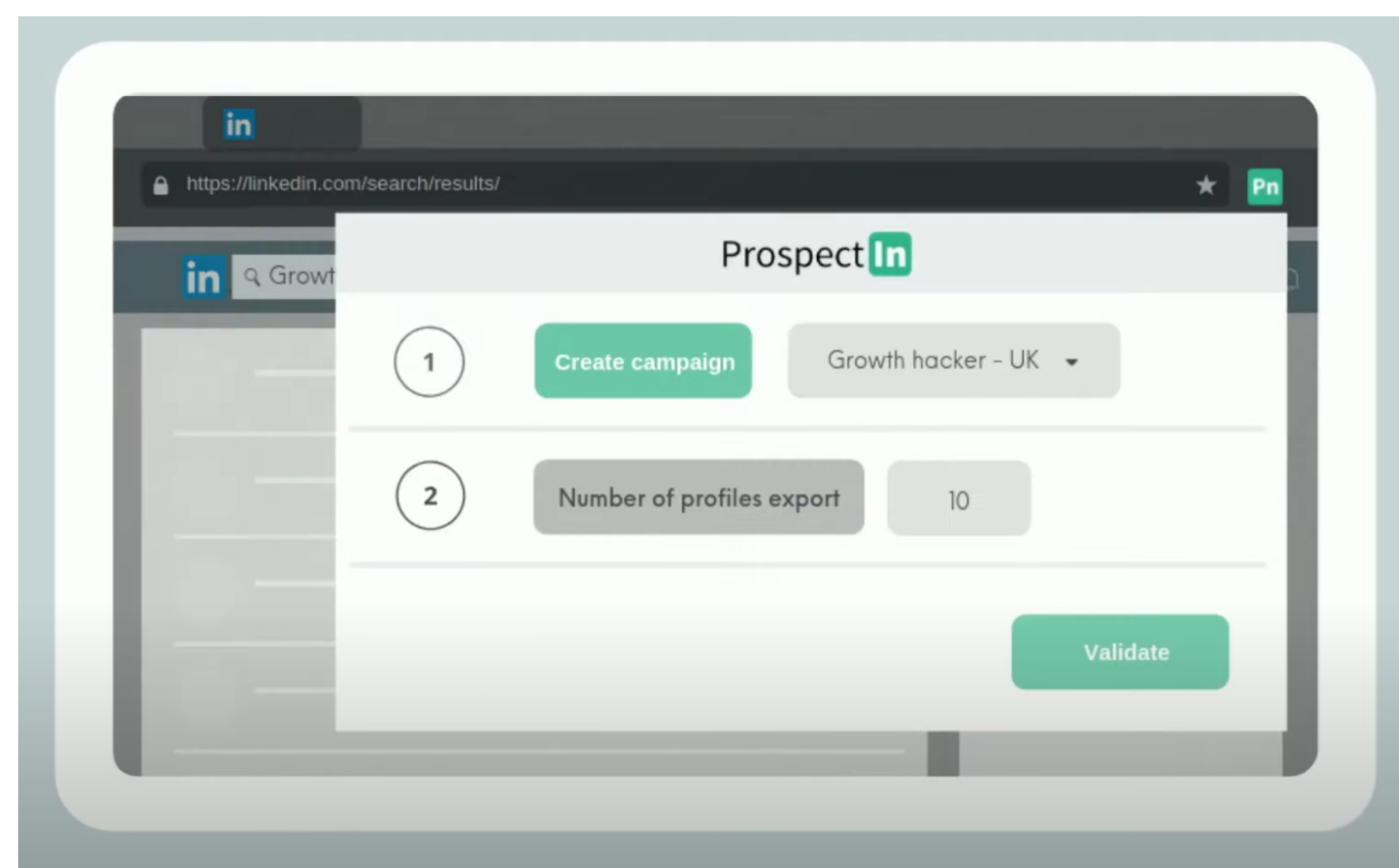
#PersonalDevelopment

#PersonalBranding



# PROSPECTIN: LINKEDIN AUTOMATION

ProspectIn is a Chrome-based extension that allows you to fully automate your LinkedIn prospecting tasks while staying under the daily limits fixed by LinkedIn.



- Build your own drip campaigns on LinkedIn
- Send bulk to connect with a personalized note
- Auto-follow prospects
- Auto visit profiles
- Send personalized bulk messages
- Create different campaigns depending on your targets
- Export your data to a CSV file
- Compatible with LinkedIn Free, Sales Navigator, Premium & Recruiter accounts



# HOW PROSPECTIN WORKS

- **Drip campaign scenarios:** this feature works as an advanced marketing automation tool where you can define an entire scenario through which your prospects will go. You can choose different actions such as connect/visit/follow/message, delay between actions, and conditions on the message such as "message viewed / not viewed"
- **Bulk Connect:** you can create a personalized note using [firstname] and [lastname] variables, save them to use later, and send bulk to connect invites to the prospects from your selected campaigns
- **Auto Visit Profiles:** select a number of profiles to visit from your campaign, ProspectIn will then visit profiles one by one. The psychology of human curiosity will prompt them to see yours in return.
- **Auto Follow Profiles:** this works as the Auto Visit feature, but it's even more powerful as every user will see that you personally followed them, and they might add you to their network in return, helping to promote your profile.



- **Send Personalized Bulk Messages:** as in the Bulk Connect feature, you can create personalized messages using [firstname] and [lastname] variables, save them as templates to use them later, and automatically send your message to the prospects of your selected campaigns. We will make sure that you don't send too many messages by fixing daily limits, if you reach the limit, the remaining messages will be queued and sent the day after.
- **Create different campaigns:** with ProspectIn you can create different campaigns to classify your prospects in different categories and target a specific type of audience depending on your goals.
- **Safe to use:** ProspectIn simulates human behavior by including delays between actions and by setting daily limits with the number of messages and invites sent to make sure that it stays safe to use.

CLICK **HERE** TO WATCH THE PROSPECTLN TRAINING TUTORIAL





## PIWAA:

# LINKEDIN AUTOMATION

Piwaa is a free automation tool. You can schedule follow-ups automatically so you never forget a prospect.

- **Usability:** The usability of LinkedIn messaging is not good. With Piwaa, you have a sleek interface that offers you the usability as it should be.
- **Efficiency:** Piwaa offers mini-CRM features in which you can follow and manage your prospects that help you to reply better and faster.
- **Automation:** With Piwaa you can schedule messages to a later hour or date. Link Piwaa to more than 2000+ applications with Zapier.
- **Personalization:** You can customize your messaging with custom notes, tags, and variables.
- **Results:** Create better relationships with automated replies and tasks.

CLICK **HERE** TO WATCH THE PROSPECTLN TRAINING TUTORIAL



# **CREATE A PROFESSIONAL LINKEDIN PROFILE BY FOLLOWING THESE STEPS:**

- **Step 1: Upload a professional photo**
- **Step 2: Add your Industry and Location**
- **Step 3: Customize your LinkedIn URL**
- **Step 4: Write a summary**
- **Step 5: Describe your experience**
- **Step 6: Add 5 Skills or more**
- **Step 7: List your education**
- **Step 8: Connect with 500+ contacts**



# STEP 1: UPLOAD A PROFESSIONAL PHOTO



**Marsilda Bialczak** · 1st

Your photo is your first impression. The one thing that separates a good portrait photo from a mediocre one is good lighting.

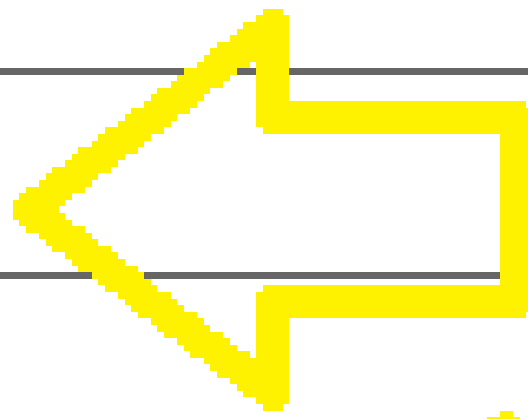
Make sure it is professional and not a selfie.



# STEP 2: ADD YOUR LOCATION AND INDUSTRY

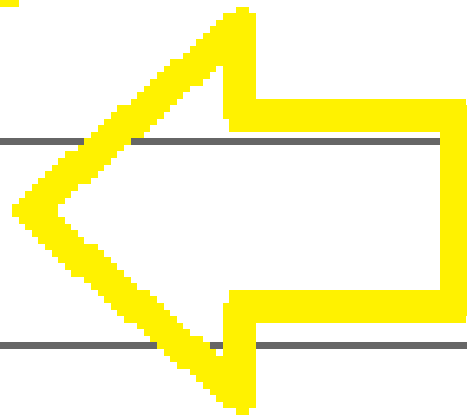
Country/Region \*

United States



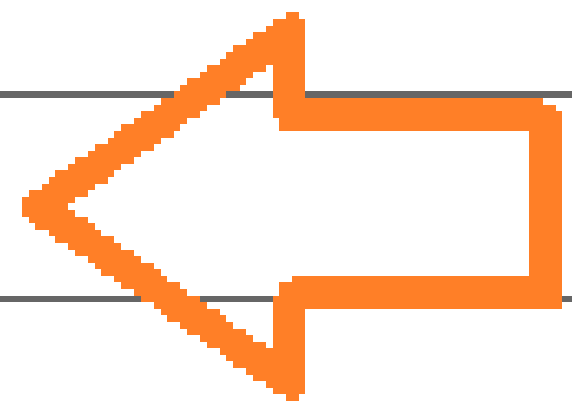
Locations within this area

Bedford, New Hampshire



Industry \*

Digital Marketing

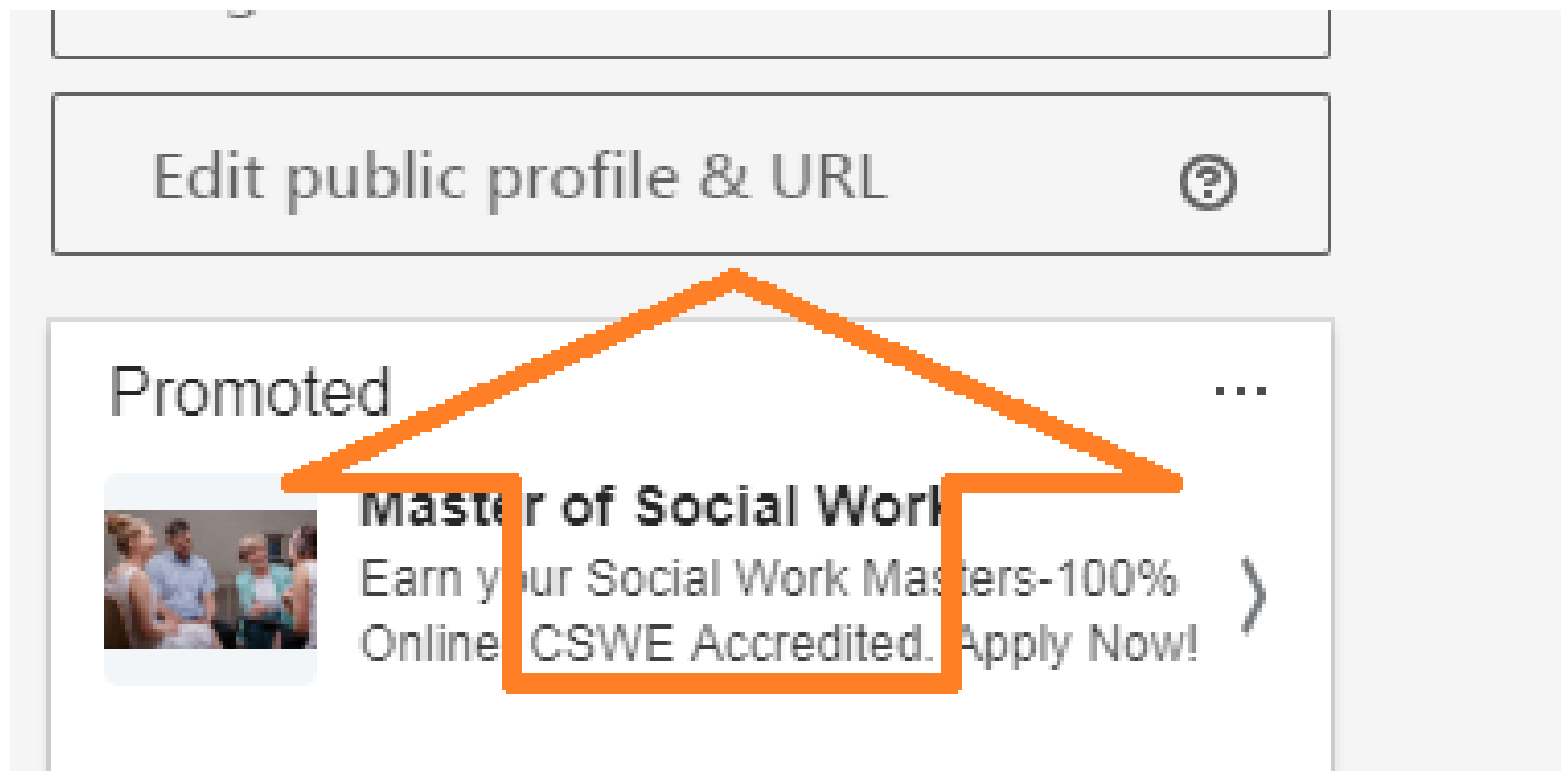


It is important to specify your industry and location.

Location is one of the top 5 fields that LinkedIn prioritizes when doing a keyword search.



# STEP 3: CUSTOMIZE YOUR LINKEDIN URL



If you have a LinkedIn account then you have your unique internet address called a URL. This address is what browsers use to find you on the internet out of the other 500M LinkedIn members. Your address is unique to you and if you haven't customized it will likely consist of your first and last name followed by numbers, letters, and dashes.



# STEP 4: WRITE A SUMMARY

## About

Using my 7+ years of sales experience in the European and U.S. market, and my 7+ years of Marketing & Social Media experience to help companies from a variety of industries to go to market, increase their brand awareness, lead generation, SEO, social media presence, and turn their leads into long term customers.

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**Immediately below your picture, name, location, company, and school, you have the opportunity to write a summary about yourself.**

**This is a great opportunity to communicate your brand, and what you offer and specialize on. Make sure you use the right keywords to attract your ideal target audience.**



# STEP 5: DESCRIBE YOUR EXPERIENCE

## Experience



### Founder

Expand2Market

Dec 2020 - Present • 10 mos

Expand2Market is focused solely on helping small to medium businesses or start-ups not only to go-to-market but find their niche and expand in new markets by using Digital Marketing, Social Media, SEO, Market Research, and Automation.

If you can't afford to hire a Marketing Manager/Director to advice and manage... [show more](#)

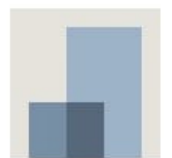


### Director of Marketing

Intercoin

Aug 2020 - Present • 1 yr 2 mos

Just as the Internet is a global network that connects local networks, Intercoin is building a global currency platform that enables communities around the world to issue and manage their own... [show more](#)



### Digital & Social Media Marketing

Independent Contractor

Jan 2015 - Sep 2015 • 9 mos

- Established a social-media presence organically across all the company's platforms.
- Initiated contact and built relationships with industry influencers to develop SEO... [show more](#)



### Marketing and Social Media Specialist

Giantlvy LLC

Dec 2013 - Sep 2014 • 10 mos

- Implemented a social media and marketing campaign to attract hundreds of thousands of student sign-ups across 1400 universities in the United States.
- Build a content program to enforce the... [show more](#)



### Digital Marketing and Social Media Associate

Womego

Jan 2012 - May 2013 • 1 yr 5 mos

- Designed, developed and implemented social media strategies to market the 'Womego.com' website through Facebook, Twitter, and Pinterest.
- Worked with Google Analytics to investigate how



### Connection

4 yrs 5 mos

- **Cisco Security - Product Management & Marketing**  
Full-time  
Nov 2017 - Feb 2020 • 2 yrs 4 mos  
Team Lead on Training/Showcase coordination and sales enablement on different Cisco Architectures Being a pre and post-sales dedicated Cisco... [show more](#)
- **Cisco Product Marketing Coordinator**  
Jan 2017 - Nov 2017 • 11 mos  
Assisted Product Manager with day-to-day marketing projects and activities  
Organized production of branded items and internal ... [show more](#)
- **Corporate Account Manager**  
Oct 2015 - Feb 2017 • 1 yr 5 mos  
Provide customized IT solutions to small and medium businesses in the Mid Atlantic Region  
Connect people with... [show more](#)



### Marketing/Inbound & Outbound Sales

Teleperformance

Jan 2010 - Dec 2011 • 2 yrs

- Created leads from cold calling European customers into sales and long term clients.
- Marketed products and sold them to small and medium European business... [show more](#)



### Avon Representative

Avon

Sep 2007 - Dec 2011 • 4 yrs 4 mos

- Marketed cosmetic products to clients and explained their usage.
- Sold products to pharmacies, nail & spa stores, and hairdressers and to other clients.



### Boutique Manager

Blue Fly Boutique

Sep 2007 - Jan 2010 • 2 yrs 5 mos

- Managed employees and provided customer service.
- Trained the staff to interact better with clients and how to increase sales... [show more](#)



# STEP 6: ADD 5 SKILLS OR MORE

Featured Skills & Endorsements

 [Add a new skill](#) 

 Executive Coaching · 99+

Career Developme... · 99+

Public Speaking · 99+

Clifford is also good at...

Career Coaching · 20

Career Counseling · 99+

Workshop Facilita... · 99+

Integral Coaching · 23

Birkman Method · 25

Spiral Dynamics In... · 20

Counseling Psych... · 47

Leadership · 99+

Coaching · 99+

Interviews · 99+

Human Resources · 99+

Training · 99+

LinkedIn Training · 17

Team Building · 99+

Staff Development · 76

- You can list up to 50 skills on LinkedIn. Simply put, the more skills you list the better your chances for coming up as a top match for different roles that recruiters are looking for.
- The easiest place to start is with your keywords.
- Use skills that differentiate you from the other candidates.



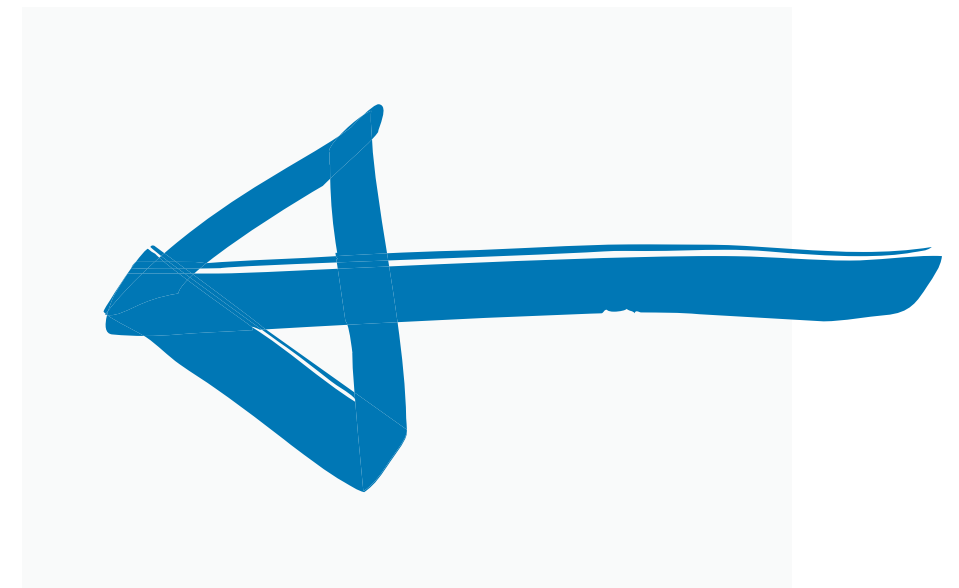


# STEP 7: FILL OUT YOUR EDUCATION

Education



University of Connecticut School of  
Business  
Bachelor of Science in Business, Marketing  
2013 - 2015



- As you start to write out your school's name look at the drop-down menu and click on your university to get the logo beside the name.
- This will increase your chance of connecting with other alumni.
- Logos add visual appeal and credibility.

# STEP 8: ADD 500+ PROFESSIONAL CONNECTIONS



**Marsilda Bialczak** · 1st

Founder at Expand2Market

→ Digital Marketing & Sales Consultant →  
Advertising → Social Media Management  
→ Video Editing/Design → Website Design  
→ Podcast/Show Producer → SEO → Crypto  
→ Blockchain

Talks about #blockchain, #marketingtips,  
#cryptocurrency, #socialmediatips, and  
#entrepreneurship

Expand2Market • University of Connecticut School of  
Business

Bedford, New Hampshire, United States

4,693 followers · **500+ connections**

- LinkedIn will "officially" display your number of connections up to 500+. You can also grow your network by scrolling through the "People you may know" section.
- Make sure you connect with your relevant target audience so they can find your content relevant.



# POWERFUL TIPS FOR GOING VIRAL ON LINKEDIN

- Make Powerful Introductory Sentences
- Utilize LinkedIn Engagement Groups to share relevant posts
- Research The Right Topic
- Respond to Comments with questions or thoughtful replies that engage your audience:
  - i.e. Ask a question to the audience with your post. If the question to your audience is "What are your goals this year?"
  - If someone replies, engage them in a more depth conversation such as what is your biggest goal or struggle this year? The more comments and engagement the more people will see your post and engage in it.



Expand2Market

860 followers

2mo • Edited •

👉 Our Founder **Marsilda Bialczak** had the honor to be invited to talk on News24 Albania TV Show called "Rrugetim me Anilen" (Traveling... see more



A na duhen Fakulteti per te arritur sukses ne jete?  
Ja çfare thote ekspertja Marsilda Bialczak  
[youtube.com](https://www.youtube.com)

👍 18

39 comments

Share posts that are informative and valuable.

Also try to write clear headlines.

Try asking intriguing questions. Those will make people engage more on your posts.



# POWERFUL TIPS FOR GOING VIRAL ON LINKEDIN

- Use Posts With Proven Success
  - See what shows up on your feed that people are engaging and add a similar value post
  - Add value to your post by being motivational, inspirational, or sharing tips and value to the industry
- Create A Call To Action for your audience to interact
- Optimize Your Headlines and Graphics
- Give Readers Something To Do
- Tag relevant members on the comment section by asking them to share their thoughts on the topic
- Use niched and relevant hashtags that your target audience follows



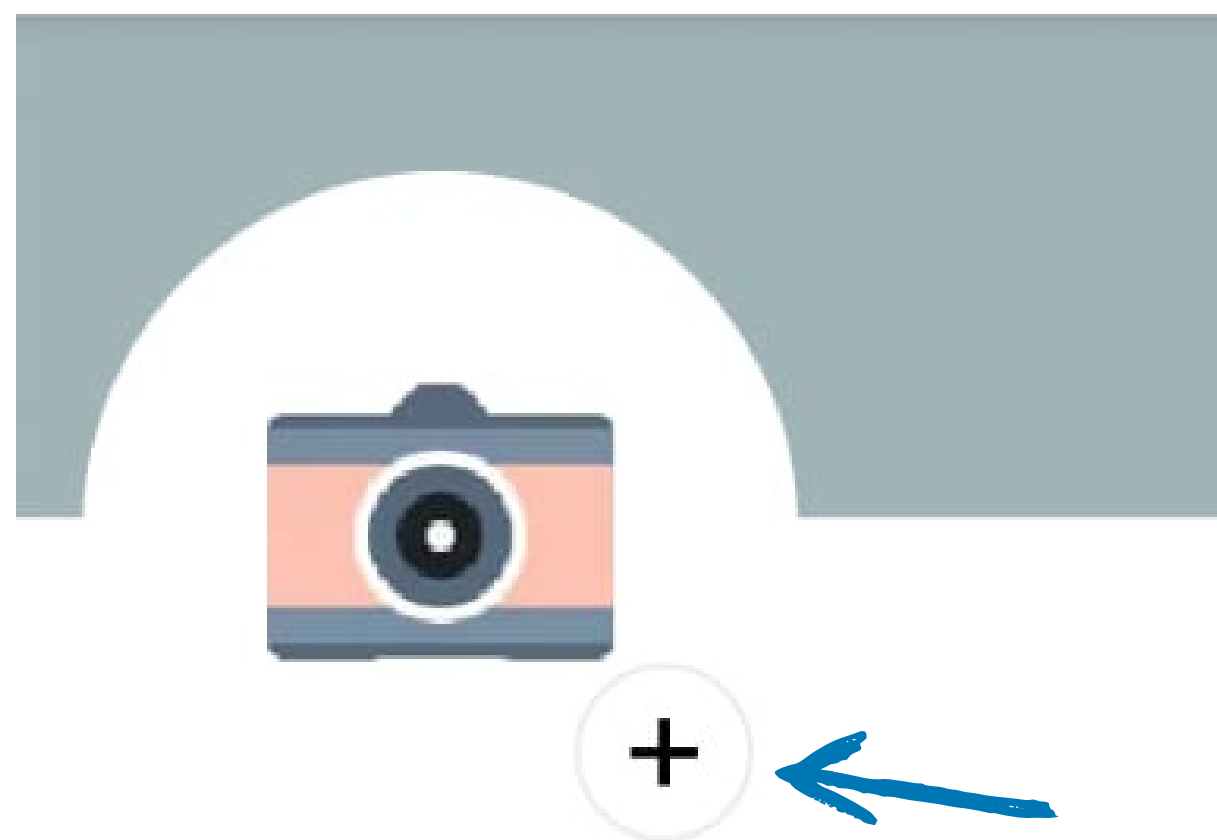
# ESSENTIALS RULES FOR POSTING ON LINKEDIN

- Write the first sentence of the caption in bold for better visibility. This can't be achieved within LinkedIn so copy it from elsewhere. If you use our social media management tool Publer, you have more options to edit and it makes your prescheduling and bulk posts easier to manage. You can also add auto comments up to 2, and AutoShare to your personal account. **Try Publer for Free:**  
<https://publer.io/expand2market>
- Divide into paragraphs and space out sentences if you can
- Leave space between titles and subtitles so it makes it easier to follow and read the caption
- Add emojis to make it more fun
- Add up to 5 hashtags
- Tag in the comments some people that have a huge number of connections that can find your post relevant to engage
- Share the post as a story



# HOW TO ADD VIDEO ON YOUR LINKEDIN PROFILE PHOTO

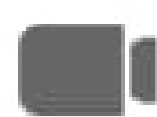
1. Click the plus button to your profile picture



2. Click "Add cover story" and then you can upload a video



View or edit profile photo



Add cover story

Introduce yourself with a 30-second video



Add frame

# READY TO GET STARTED?

This free guide is only the tip of the iceberg. Follow [our page on LinkedIn](#) to learn more about digital marketing, sales, short and long term goals, motivational posts, and everything else you need to know about growing your business.

